Sunday, September 9, 1917

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats-and hanging a beli on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

I HAVE read with great interest your article in The Tribune of August 12th, headed "St. Louis Flew False Colors at Advertising Convention.". I was especially interested in looking over the advertising in The Tribune that carried your article. My eye was attracted by the copy of one merchant who advertised suits, gowns, wraps, dresses, etc., at "formerly" such and such a price and the now price, which shows a very marked reduction. The same sort of comparative prices are also contained in the advertisements of two other department stores in which are a number of "former" prices and present prices.

It appeared to me that it might be well for you to take a look at The Tribune itself. This is simply a suggestion, as the advertisements may be a hundred per cent pure gold.

F. L. CRAFFT, Advertising Manager The St. Louis Star.

We are very glad to have this letter as the basis of a statement of just where we stand on comparative price advertising.

In the first place, the use of comparative prices does not necessarily involve questions of absolute honesty or dishonesty as does the use of untruthful or deliberately misleading statements. We are convinced that comparisons of this kind are unprofitable, first because they are difficult to prove, second because they may be misleading without being intennally deceptive, and third because they are open to easy abuse in the

So far as the appearance of this advertising in The Tribune is concerned, we have made it a practice to watch carefully all comparative statements for accuracy. We have also tried to avoid the word "values," requesting advertisers to compare only actual selling prices. Furthermore, when we publish comparative prices we are confident that the former prices mentioned are quoted in good faith, though of course it is impossible to make the actual investigation in each case. Our confidence in the literal to make the actual investigation in each case. Our confidence in the literal truthfulness of the advertising is based upon the reputation of the merchant in question and upon our previous experience with his methods and

The shop to which Mr. Crafft's letter refers, for example, caters to a high class trade and carries a large stock in which are many extreme styles. This shop may sell a suit for \$150 at the beginning of the season and cut it to \$50 at the end because the style does not warrant carrying it over to another year. It would be false to say that this garment of a passing style has the same value in the early spring that it had in the fall; but it is true, on the other hand, that its selling price has been natually reduced to the degree mentioned in the advertisement. Therefore the advertiser may say: "Price \$50; former selling price \$150"; but he may not say: "Price \$50; worth \$150." If it sells for \$50, it is worth 850; the depreciation in price represents a corresponding depreciation in value. That is why comparative advertising is likely to be misleading, even though technically true; it confuses VALUES and PRICES by inference if not by actual statement.

Besides this emphasis upon the use of comparative prices rather than values, The Tribune protects its readers with its money-back guarantee. If dissatisfaction results from this or any other cause, the purchaser can get his money back. The reputable merchant is anxious to refund on just claims. If he does not think that he should refund, The Tribune is ready and willing to carry its voluntarily assumed burden of protecting the merchant from an unjust claim and to cover the customer's dissatisfaction are the customer's dissatisfaction.

where there is an honest difference of opinion. To sum up: The Tribune does accept advertising that may be fairly criticised as falling short of perfection. But to publish under a money-back guarantee an advertisement that quotes relative prices is widely different, both actually and morally, from the general acceptance of comparative price and comparative value advertising without investigation of the firms and without in any way protecting the reader. The liability of the purchaser's suffering a loss through possible misrepresentation in comparative price advertising in The Tribune is covered by its refund policy. This is a point on which an educational campaign seems in order rather than the arbitrary exclusion from advertising columns of all comparative prices, the truth of which is open to discussion. The actual amount of time spent by a reader on an advertisement is brief at best. If he employs even half of that time to speculate on the accuracy of the com-

he employs even half of that time to speculate on the accuracy of the com-parative prices given, he is taking just that much attention from a direct contemplation of the excellence and special merits of the article itself. Some day merchants will realize that in publishing such prices they are paying for publicity that arouses suspicion instead of creating confidence.

VAR-NE-SIS claims to cure rheumatism with a preparation consisting essentially of alcohol, a laxative and a dash of red pepper. The does not agree with the statement of tectotaler who refuses beer containing about 4 per cent of alcohol and Captain W. S. Bingham, who in explainthen takes Var-ne-sis, containing over three times as much, is a bit of a ing the second shot fired near the paradox, even though he persuades himself that he's taking it for his spring said he emptied the magazine The advertising of this nostrum reeks with testimonials which are to make sure no shots were left.

decorated profusely with realistic photographs. One picture shows a wheel chair and a pair of crutches. This is not a rebus, as one might think at first glance, but an argument to prove that Var-ne-sis cured the lady who used to employ these artificial means of locomotion. Beautiful logic, isn't it? It's like getting a pair of moccasins, a feather headdress suddenly injected himself into the case. nd a tomahawk from a costumer and having them photographed to prove When Means gave out his interview in

"Had rheumatism since four years old; now enjoys ice skating," is the caption of another picture. Much as all honest folk hate puns, it is impossible to resist the temptation of grinning at the idea of a Var-ne-sis imbiber with a skate on. The skate happens to be of the legitimate steel variety, but so is the alcohol in Var-ne-sis of the legitimate befuddling

In the Ad-Visor's infancy the following paragraph appeared in the rolumn dated July 22, 1915;

Inquiry: Can you give me any opinion and information as to the preparation Var-ne-sis mentioned in the enclosed pamphlet?

Answer: I can. Var-ne-sis is a flagrant fraud.

We have grown in many ways since then, but our opinion of Varne-sis remains unchanged.

ALL customers' claims were just claims, it would be far easier to The next morning, however, Tony, his preach to merchants the gospel of a liberal adjustment policy. Miss brother and Bingham told a different TF ALL customers' claims were just claims, it would be far easier to I. R. sent us copies of her correspondence with the New York Waist House, among which was this letter addressed to the company:

ouse, among which was this letter addressed to the company:

I beg to call your attention to the fact that I bought a pongee waist with a printed collar and cuffs at your 125th Street store a few weeks ago. After washing same, the waist became threadbare. Expecting at least one reason's wear out of a \$2.95 waist, I returned with the waist to above mentioned store. The manager of same informed me that dyed waists are not guaranteed. Now please understand me, I made no complaint about the printed material, it was the quality of the pongee, and I know, as well as you, that pongee is not dyed.

From the above you can see that I feel justified in requesting that you replace said waist by a new one.

Our investigation of this case disclosed the fact that practically.

Our investigation of this case disclosed the fact that practically no shop can guarantee wash silks in garments of this price and that the pongee in Miss R.'s blouse was as good as could be expected at \$2.95. There are cotton blouses to be had at these low prices which launder and

wear excellently, and if shoppers insist on getting silk and are not willing or able to pay for a good quality they cannot in fairness blame the manufacturer or the retailer if they do not get good service.

After some correspondence, an interview was finally arranged between

ligator. At the appointed time Miss R, appeared, bringing the waist. The front of it and one sleeve were covered with large green ink spots, and one cuff dangled helplessly from the sleeve. It had been laundered several times since the original complaint was made. Notwithstanding this and the fact that there was no inherent defect in the pongee—the quality being all that could be expected for the price paid—the New York Waist House, following out their policy of satisfaction, met the customer's insistent demand for a new blouse, although The Tribune investigation of the spring a second shot rang out, and the machine then at full speed wound its way to the mount of the spring a second shot rang out, and the machine then at full speed wound its way to the mount of the spring a second shot rang out, and the machine then at full speed wound its way to the mount of the spring a second shot rang out, and the machine then at full speed wound its way to the mount of the spring a second shot. Dry was emphatic in declaring that after the care had proceeded from the direction of the spring a second shot. Dry was emphatic in declaring that after the care had proceeded from the direction of the spring a second shot. Dry was emphatic in declaring that after the way to the spring a second shot. Dry was emphatic in declaring that after the care had proceeded from the direction of the spring a second shot. Dry was emphatic in declaring that after the way to the spring the firm of the members of the automobile party and Dry concerning the firm of a second shot. Dry was emphatic in declaring that after the way to the spring the firm of the firm of the second shot. Dry was emphatic in declaring that after the way to the spring the firm of the spring the firm of the second shot. Dry was emphatic in declaring that after the way to the spring the firm of the spring the spring the spring the spring the spring the spring t allowed to choose another blouse at the same price as that paid for the ow-dilapidated pongee.

The Tribune does not uphold unjust claims of this kind. The policy of customer satisfaction which it has adopted and which it recommends merchants is based upon reliable statistics, which prove that only a from Asheville until late this afternoon. His friends in Concord are defined by the control of one per cent of all shoppers make unreasonable requests for e merchants is based upon reliable statistics, which prove that only a fraction of one per cent of all shoppers make unreasonable requests for If there were many customers so unreasonable as Miss R., even the well disposed merchant would ultimately refuse to listen to claims of any kind, and the day would doubtless come when there would be pasted over the door of the empty Adjustment Bureau a large sign bearing the legend: "Buyers, keepers; losers, weepers."

HOW does this strike you as a guarantee?" writes a lady from Fordham. It is printed on the back of a grocery sales slip

We guarantee weight, quality, purity. Money will be refunded promptly at any time. Even after using part of the contents, if found unsatisfactory, bring it back and we will be pleased to return your money.

METROPOLITAN STORES, INC.

The Metropolitan Stores, Inc., advertise that they carry "nothing or open or in bulk; everything in bottles, cans, packages." We find loose, open or in bulk; everything in bottles, cans, packages." We find their guarantee as air-tight and dust-proof as their merchandise. And of course there's no reason why sugar and spice and everything nice shouldn't be guaranteed as well as longer-lived merchandise such as gloves, lawn mowers and watches.

Case Reopened By Prosecutor

North Carolina Authorities Act on Murder Evidence

Find Discrepancies In Story of Death

Farmer Asserts He Heard a Second Shot Fired

SALISBURY, N. C., Sept. 8.- Hayden Clement, solicitor for the 15th Judicial District, announced to-day his intention of reopening the investigation into the death near Concord, on the evening of August 29, of Mrs. Maude A. King, wealthy Chicago widow. He said his first move probably would be to recall the coroner's jury, which returned a verdict of death from an accidental pistol wound.

Solicitor Clement has notified the Chicago authorities that it will be necessary for him to have a certified copy of the report on the post-mortem examination before he can begin the investigation in Concord, and said toveloped there.

The evidence referred to is a statement said to have been made to an at- danger because of the activities of torney by Charles S. Dry and wife, hired traitors in the United States. who live near the scene of the shootstated, and declared it was in the car. of the Root Mission to Russia, will till Testimony before the coroner was to of the effect that there was only one shot,

Discrepancies in Stories

Concord was amazed to-day when word arrived here from Asheville concerning an interview given out by Gaston Bullock Means, who was Mrs. King's business manager and was with her at the time of the tragedy. There are several points in Means's latest explanation of the shooting at variance with his sworn testimony at the inquest. In his Asheville talk Means said the rifle and the revolver which were in

the automobile on the night the trip was made to Blackwell Spring were unloaded; that the Colt automatic pistol was loaded by him after he and Mrs. King got out of the machine and started on foot for the place in which the wealthy woman met her death.

If Means now declares that the rifle was not loaded it is a declaration that of the rifle and then pulled the trigger

Asheville he was not familiar with the story of Dry and the subsequent explanation of his friend Bingham.

Concord is expressing great interest to-day in the explanation of the killto-day in the explanation of the killing of Mrs. King as made by Afton, better known as "Tony," Means, a brother of Gaston. It was Tony who a few minutes affer the bringing of the body to the hospital stated that Mrs. King had been twirling the revolver around her finger when it was discharged, shooting her behind the left ear. The man to whom Tony told this story was probably the first person to whom he spoke after the killing.

Gaston Means's Account

Gaston Means's Account
Gaston Means has been emphatic in stating that Mrs. King was shot while his back was turned and he was bending over the spring. Many questions asked at the inquest remain unanswered. For instance, in his inquest testimony Gaston Means declared:
"I was five feet away at the time she was shot. She was right by the tree, just where I had put the pistol. I was at the spring, standing on the rock."

The measured distance between the tree in which Means says he placed the revolver and the spring at which he says he was standing at the time he heard the pistol shot is thirty feet.

the entrance to the abandoned road-way, and that Mrs. King and Means

AMUSEMENTS



MUSICAL INSTRUCTION SIGNOR FILOPEO GRECO.
Resumed Vocal Instruction at his new residence.
140 Lexington Avenue. Phone 48:39 Murray Hill

BROOKLYN ALLIED ART INSTITUTE of Brooklyn Director. ART INSTITUTE

Fine and Applied Arts, Drams, Daziring, 834 Flatbush Ave., Brooklyn, N. Y.

MUSIC STUDIO TO SUBLET MUSIC STUDIO TO SUBLET; GRAND plane; Fifth ave. near list at Telephone Madison Square 4096

sirous that he make a full explanation of his relations with Mrs. King and of the shooting. They are going to urge this course upon him.

Colonel William G. Means, father of Gaston, a Southerner of the ante-bellum type, talked about the case for the first time to-day. The ire of the ofd lawyer has been roused because of the rumors that have spread about the town.

"I have four stalwart sons and three "I have four stalwart sons and three beautiful daughters," declared Colonel Means, "and I'm proud of them all. 'Bud' (Gaston Means) was kneeked entirely out of a big fee through the death of Mrs. King. 'Bud' had discovered a new will which would bring severeal millions to Mrs. King and would have received a big fee for his work had she lived."

Colonel Means denounced those who have been gossipping about his son.

Accuse Secretary Also

have been gossipping about his son.

ASHEVILLE, N. C., Sept. 8.—Gaston B. Means, business agent for Mrs. Maude A. King, whose death is to be reinvestigated at Concord, N. C., said here last night he did not know whether Mrs. King left a will.

Mrs. Anna Robinson, Mrs. King's mether who is here best to the said and the said and

mother, who is here, has stated she does not accept the theory of accidental death and has refused to talk to Means or to see him. Means and Mrs. Melvin, Mrs. King's sister, who insists the death was accidental, left Asheville during the night, presumably going to

#### Labor to Expose German Plotters To Russians Here

Seditious Work on the East Side

Loyal labor yesterday began a drive on the East Side to line up for the be taken from him and given to an day he also desired to give the Con- government the Russian element in efficient person. cord authorities every opportunity to which the pacifists and pro-German investigate new evidence which has de- propagandists have been most successful. The first move is in the form of a warning that Russian liberty is in

This declaration, printed in Yiddish ing. The couple are said to have declared they heard two shots, the sec-ond after the party had reëntered the meeting next Saturday night in Madison Square Garden, where James Dunautomobile. They saw the flash of the second shot, they are said to have Edward Russell, the Socialist member

Appeal by Labor

The appeal, headed "Down With the Traitors," issued by the American Alliance for Labor and Democracy to loyal labor, is as follows:

loyal labor, is as follows:

"The Russian revolution is in danger. The Kaiser's hopes to again enthrone a car in Russia are brilliant, from the German point of view. The cause of this upheaval rests with the hired traitors in America - traitors hired and paid for with ijerman money under the false pretence that they represent Atoerican labor.

"These traitors have conveyed the idea that American labor is against war and for a separate peace in Russia.
"Russian labor thought it librard the voice of American labor and instigated a counter-revolution. The Russian divisions and regiments that have abandoned the field of hattle did so because of the reports that reached them from the traitors in America.

"This must cease. The masks of these traitors must be stripped from their faces. For this purpose a reception will be given

traitors must be stripped from their faces. For this purpose a reception will be given to Charles Edward Russell and James Duncan, members of the recent mission to Russia. They will report to the American people on the consternation caused in Russia by the pernicious work perpetrated in America by these traitors.

Meeting Saturday Night

Meeting Saturcay Name.

This reception, followed by a mass meeting, will take place in Madison Square Garden on Saturday night, September 15. The speakers, Samuel Gompers, William B. Wilson, Secretary of Labor, and Rabbi Stephen S. Wise, of the Free Synagogue, are best qualified to speak of the sentiments of the American working people. They will give yolee to that sentiment

Europe.

"The malicious falsehoods spread by the so-called People's and Workmen's Councils will be naied to the mast. The insinuations against the American labor movement will be assailed by labor's only spokes-

American labor is loyal to the needs of American labor is loyal to the ones to the nation, loyal to its war purposes in aiming a deathblow at Kaiserism and Frus-sianism loyal to the Allies. Organized labor will seize this opportunity to learn the truth from the lips of its representa-tives and to express its devotion.



# Hargrave

Broadway and Columbus Ave., Running Through to 71st St. Central Park One Block. Subway, Elevated, Bus Lines and Surface Cars within a half block. Comfort, refinement and luxury com-ined with very moderate rates. 300 Rooms-200 Bathrooms

ooms and 8 baths.
The Hargrave guest has the satisfacion of enjoying the heat food at the
owest prices of any high class New Carefully Selected Clientele.

Transient Rates, \$2 Per Day Up Eugene Cable, Manager ANALOGUE COMMON MARCHES BAS DIT For Not Stopping E. St. Louis Riots

Grand Jury Denounces Ex-

Malfeasance in Office Is Charged; 37 Others Named in Indictment

BELLEVILLE, Ill., Sept. 8. Mayor Fred Mollman of East St. Louis and his private secretary, Maurice Ahearn, were indicted to-day in connection with the grand jury inquiry into the recent race riots in East St. Louis.

thirty-seven other persons in connection with the riots, but their names were not available, as the capiases for their arrest had not been issued. The grand jury submitted a report enouncing the Mayor for his alleged 35-inch Dress Satin-

Mass Meetings to Offset dilatoriness in taking means to curb the rioters who took part in the slaying of negroes on July 2, and recommended that he be removed from office.

"Mayor Mollman," says the report,
"must be judged by his actions, as
proved by the evidence. If his failure
to give directions to the militia, and
if his failure to call upon the Sheriff, and to deputize citizens who offered their services were the result of a lack of ability or of fright, the office should

Enforcement of Law Demanded

should unite and demand the resigna-tion of the Mayor as the greatest good he can do his city."

The specific charge against the Mayor

The specific charge against the Mayor is malfessance in office, based on his alleged negligence at the time of the riots. The charge against the Mayor's secretary is that of conspiracy with the rioters in that he ordered the police and militia to destroy cameras, "thus preventing motion picture men from photographing the mobs."

"We have not been able," says the report in conclusion, "because of lack of time, to apprehend and indict all who cimmitted crimes in the recent riots in East St. Louis."

Further Inquiry is Urged

Further Inquiry Is Urged

The grand jury recommended that the new grand jury, which assembles

on September 17, continue the investi-gation of the race riets. The grand jury also renews its former recommendation that a state constabulary be or Circuit Judge George A. Crow, in

thanking the grand jury for its work, expressed the hope that the petit jury that tries the men named in the indictments be equally courageous and thor ough.
One hundred and five men were named in the indictments returned a

few weeks ago as connected with the race riots. If all the thirty-nine indicted to-day are men not previously named the number now under indict-ment as a result of the riots is 144.

Fire Record

3514 Recaiver: Elizabeth Scott, slight-lilth at and Lexington as; sulway station alight, 150-818 6th at ; awning, French Laundry alight 7:50-265 East ISlat at ; Ensign Improvement Co. no damage 11:10-236th at and Carpenter av., The Bronx, auto; Brins Bron.; slight.

180 Hester et.: Frank Lester: triffing.
28 Fast 5530 et. Aixin Perry: triffing.
38 East 1550 ist. The Brows: William Terhune, trifling. 4:45-2272 First ar.; Mendel Hamburger; trifling.

HOTEL BRISTOL 129-135 West 48th St.

The High Cost of Living problem has been solved for many families by the opening of our NEW HOTEL on 48th St.

AMERICAN PLAN

Room and Bath for two persons, \$40 to \$50 per week.

Sitting Room, Bedroom and Bath Two persons, \$45 to \$60 per week Three persons, \$60 to \$75 per w'k. T. ELLIOTT TOLSON.

MONTICELLO

A Quiet Family Hotel TUB AND SHOWER BATHS WITH ALL ROOMS

SINGLE ROOMS \$1.50 Day \$9 & \$10 Weekly LARGE ROOM
Private Bath, 1 or 2 Persons,
82-82-50 Day; \$14 to \$18 Weekly

TWO-ROOM SUITE \$3 and \$3.50; \$18 to \$21 Weekly PARLOR AND 2 BEDROOMS 85 Up; 830 Weekly

RESTAURANT a la Carre, Table d'Hote, or from October 1, Weekly Rate.

Phone Columbus 1290. J. A. JEPSON.

LARGE, NEW, HIGH CLASS FAMILY HOTEL, TO OPEN IN SEPTEMBER—ABSOLUTELY FIREPROOF

71st St. West, Just Off Broadway Within 500 Feet of 72nd St. Subway Express Station

Attractive Restaurant a la carte J. WADE MCGRATH

HEARN

16th SEMI-ANNUAL DRESSMAKERS' SALE

OPEN TO ALL

Sale Prices on Dress Fabrics and Sewing Necessities

## The Following for Both Monday and Tuesday:

### Silks of the Season Specially Reduced

For Dressmakers' Sale

Indictments were returned against 39-inch Crepe de Chine-Full crepe effects in all this season's 

40-inch Crepe Meteor Yard-wide Black Taffeta soft finish full lustre durable quality our reg. \$1.47.... Sale 1.04 13-inch Dress Satin | 39-inch Radium Satins Soft draping quality fine, close fabric new colors our reg. \$1.47. Sale 1.15

Saving Prices on Sewing Needs

#### **Tubable Cottons**

Specially Priced for Dressmakers' Sale

Prices Possible Only Because We Bought These Goods Before the Market Soared. Silk Mixed Crepe de Chines

"If his failure to act was because his sympathies were with those who sought to drive the negroes out of East St. Louis, he should make room for a chief executive who is in favor of enforcing 100 per cent of the laws.

"The law-abiding citizens and industries and the respectable laboring men should varie and demand the resignation."

Silk Mixed Crepe de Chines

Silk Mixed Porges out of blues, purples, rocus, wistaria.

Sale and shade manufactured our reg. 45.

Sale and Silk Mixed Chiffonettes

Value .45 ...... Sale. .34 Our reg. .38...... 35 in., cream, flesh, pink, lilac, apricot, burgundy, and a large assortment of other colors, also black a dainty stuff for frilly frocks. 35 in, blue, pink, maize, or gray-practically every desirable shade. This pleasant material makes all sorts of frocks.

Chiffon Voiles Fine Dress Voiles 43 in., an extremely wide range of colors, including delightful tones of rose and blue. 44 in., of unusual quality, in an amazing variety of colors, also black

#### NEW SATIN STRIPE VOILES

The graduated stripes form striking bands in the material—the navy ground 

GINGHAMS in the newest fall plaids and they are very lovely are here in .27 Handy-Size Scissors, variety at .19 and .25 more arrive each day. Sale Prices on Sewing Needs

Ribbons-All Sorts For Dressmakers' Sale

Sale Prices on Sewing Needs Wide Ribbons - Satins, plain and

moire taffetas - white, black and colors - also light and dark Dresdens - our reg. .28..... Sale .23 5-inch Ribbons New Stripes.

..... Sale .21 our reg. .25..... 5-inch Satins, Taffetes, Moires, Stripes and light and dark Dresdens-our reg. 23.... Sale .17

Moires and Taffetas 

Special Lot of Sash Ribbons

Cork

Sale Prices on Sewing Needs Soutache Braids Our reg. 17 price ...... Sale .12 12 12-yd. pieces in black, white and new Fall shades.

Trimming Necessities

1-inch Coney Bandings white. 4-inch Silk Tassels

Novelty and Pearl Buttons Our reg. 9 to .15 card ..... Sale 71/2 Black Silk Braid Good, firm quality.

Novelty and Pearl Buttons Special Lot of Sash Ribbons
5 is inch wide—white, pink or
blue—Moire, with funcy satin
edges—our reg. 38.....Sale .25

Our reg. 5 to 9.....Sale 4
5 eards...Sale .18
Coat and dress sizes in newest assortments of Fall colors.

Cranberry Purple Forest Green

48-inch All-Wool French Serges

40-inch All-Wool Prunellas - satin-

(Veiling Dept.)

Sale Prices on Sewing Needs

Georgette Crepe

finish fabrics that are highly attractive—taupe, Copenhagen,

Havana Myrtle

Marine

Newest Dress Materials

Maroon

Specially Priced for Dressmakers' Sale 50- and 54-Inch All-Wool Broadcloths

Worsted warp sponged and shrunk high lustre soft chiffon finish-Our reg. \$2.38...... Dressmakers' Sale 1.77 THIS LIST OF COLORS:

> Delft Rose Elepnan-Burgundy Seal Navy and Black No Mail or Telephone Orders-Limit 10 yards.

brown, garnet, navy and black-our reg. 87......Sale 42-inch All-Wool Poplins new Fall shades, navy and black our reg. \$1.57.......... Sale 1.14 48-inch All-Wool Plaids fine French serge weave—brown and green, black and green, navy and green, and garnet and navy 48-inch All-Wool Gabardines 

Maltese Mint Cactus

Aluminum Wistaria Olive Rajah

36-inch All-Wool Storm Serges

54-inch All-Wool Velours close, soft map taupe (unusually smathis Fall), rose, purple, endet, seal brown, myrtle, Burgundy,

navy, black our reg. \$2.84. Sale 2.18 brown, wine, navy and black our reg. \$1.34. Sa Our Dressmakers' Sale Prices are less than man'f'r's wholesale price to-day.

Georgette Crepe and Tulles Linings Sale Prices on Sewing Needs

Moire Percalines - 36 inca - light weight full range of colors, including newest Fall shades our reg. 36 Mercerized Sateens high lustre

Percalines -yard wide light and dark shades attractive assort-ment of colors our reg. 22. Sale .17 Lining Satins -36 in. - the weight

Our reg. \$1.50. 1.2
Street and evening shades, also white and black.

40-inch Chiffon Cloth Our reg. 94. Sale .77
All new Fall colors—also black and white for gowns and trimmings.

Clark's Cotton and Notions for Dressmakers' Sale

Sale Prices on Sewing Needs Clark's O. N. T. colton -black and white best numbersdozen, special ... No Mail or Telephone Orden,

Hooks with invisible eyes-Snap Fasteners-gross .... Dressmakers' Pins Dress Shields light .10 to .12 Garment Dress Shields Sewing Silks-50-yd, spools black and colors-doz... 38 Black Sewing Silks Sewing Silks-100-yd, spools black-dozen . Basting Cotton-dozen .... .55 Inside Dress Beltings Machine and Sewing Needles reg. 5 cts papers 3 for Wide Seam Binding ...

Specials in BUST and DRESS FORMS

Acme Collapsible Dress Forms sizes 34 to 44 ... \$2.87 2.5 Adjustable Dress Forms When ordering please give correct sin

.56 Hand-Forged Shears. .48 and .58 Imported Steel Scissors .40 3 2 to 6 inch also embroidery and

\$1.45 Finest Grade Steel Shears. 1.17 .88 Fine Steel Scissors....... Full nickel finish.

Sale Prices on Sewing Needs Robe Cloth 27 in, wide eide down finish -large variety of

our reg. .44..... Baby Flannels wilk embroidered hemstitched and scalloped-exceptional assortment of de-signs our reg. 97.... Spe

cotton and wool mixed our reg. 28..... Shirtings novelty silk and weel fine quality some with satin stripes variety of designs suitable for pajamas and shirts our reg. \$1.67.

Practical Fabrics-White Sale Prices on Sewing Needs 44-inch French Voile Out reg. 78.

35-in. Silk and Cotton Crepe de Chistour reg. 38. Sale 31 45-inch Imported Lingerie Batiste 36-inch Mercerized Puplin-Our reg. 5

Above All Else A Blouse Becoming Our Reg. \$5.94.... 4.92

Of fine Georgette Creps in tem Fall suit shades charmingly sik and bead-embroidered many with two-tone collars. Others in dainty white or flesh color—with feather-stitchings in blue and other shades. A cream lace model, chiffon-lined. is included in this group.

Snuggly Sweaters

WOMEN'S SPORT SWEATERS-

WOMEN'S KNIT SWEATER COATS-Straight weave belted model-turnover collar, cuffs and pocket 3.94

WOMEN'S ZEPHYR WOOL SWEATERS best colors with collar, curfs, pockets and helt of corn color value \$5.54

From Monday, September 10th, to Saturday, September 22nd, in our Knitting Department extensionstructors will be in attendance to teach the art of anitting and crocketing to all purchavers of

A special reature will be instruc-tions in making the comfort sar-ments required by our Army and Navy men, official indorsements ha-ing been given by the American Rei Cross and Navy League for this pur-nase.

A wonderful assortment will be at display of Benr Brand Yarns, the Fashion Yarns of To-day, in the popular colors so much in vege. Arrangements have been made for your comfort. You are, therefore most cordially in ited.

Yarn Dept. Notion Sec .- Basement

See World and American for Eighteen (18) Morning Specials on Sale both Monday and Tuesday until 1 P.5

(The next Ad-Visor will appear Wednesday, September 12.)

One and Two Furnished Room Suites

Hotel Robert Fulton

full assortment of colors to match newest Fall fabrics

for coats and suits colors include gold, navy, tan, gr en, rose, plum, light and dark gray, also black and white

our reg. .97.....

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Every possible shade suitable for waists, tunies and triuming pur-

72-inch Dress Tulle 

Bust Forms 34 to 42

Shears and Scissors Sale Prices on Sewing Needs

Flannels

down finish -large variety of attractive designs in two and three tone combinations . Special, yd. .3

Plain Cream Flannel

For First Fall Coolnesses

our reg. \$4.94.

Announcement

Bear Brand Yarns